

Not a Bit too Good for the Farm

ONCE get the idea of what a belt really is, where it gets its strength, and what makes it wear, and you will never waste money on a poor belt.

Factory men learned their lesson about belts.

At first they thought they did not need belts as good as Extra Power. Now, they buy Extra Power as an economy—and factory economy, these days, is an honest-to-goodness, scientific, saving of money.

They found that the best belting cost less because it lasted longer; cost less for repairs; cost less for breakdowns.

On the farm, where belts get the roughest usage, the best belt is *certainly* the one to buy.

A belt is like a wax-end

Think of a belt as cotton and rubber; the cotton for strength; the rubber to protect the cotton from moisture and decay.

Every man knows that cotton alone will not wear.

Weather rots it. Constant wear frays it.

You mend harness with cotton thread. But you wax the cotton first—wax it well

to protect the cotton. Without the wax the cotton would never hold.

So, in a belt the cotton should be thoroughly covered and protected with rubber—fine rubber.

Then it will wear.

But once the rubber protection is gone the belt is done. For then the cotton soon whips to pieces.

In a poor belt the cotton is but lightly protected with rubber.

In Extra Power it is well protected. Rubber is forced into every strand of cotton, until the whole belt becomes really a mass of rubber with cotton reinforcing.

There you have the difference in belts.

Cotton never worth more

Consider now that the *big item of cost in a belt is the cotton.*

Consider, too, that cotton costs three times as much as before the war.

Then when you buy Extra Power you simply pay a little more for the very protection that the costly cotton in the belt needs.

It does seem a wise purchase.

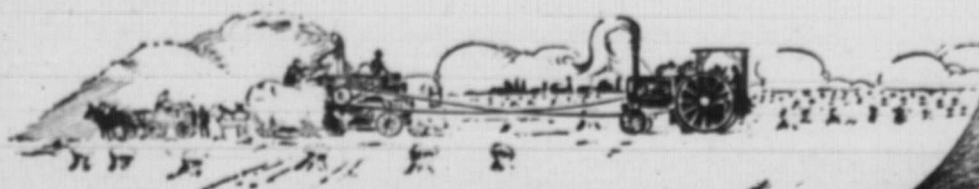
Try Extra Power.

EXTRA POWER BELTING

GOODYEAR
MADE IN CANADA

Carried in stock in all sizes by Goodyear Branches.
Your dealer can get it for you promptly.

The Goodyear Tire & Rubber Company
of Canada, Limited



It is grain c... prepara... autumn a... Drouth is... to a less... affected t... districts... provide s... same conc... cereal pre... pect of al... pasturage... indisputa... West wit... now begh... ing due t... Under n... dian wes... strong a... gained t... three sea... The fir... secure th... against... of cattle... at all co... if not in... situation... 1914, be... with wh... done... danger t... should... should... where s... ion and... operate... Secon... seed gr... ered by... anee th... cultivat... seed gr... time... United... are in... made e... of good... spring... able su... shall b... after t... West... abunda... 1915 w... fact th... vious s... comme... areas... lowing... and... its sto... was an... of 191... repeat... caution... ments... West... "forw... M... At... Manul... month... annua... also e... standi... turers... Kenzi... oil of... factur